



SPONSORING
HUTTO



What is Sponsorship? How is it different from a donation?

"Sponsorship" typically means a person or entity provides the City with financial support for an activity, City program or City facility, typically in exchange for the City providing more than nominal recognition of that financial support. This overt recognition distinguishes a sponsorship from a donation. Financial assistance provided by a sponsor may consist of cash and/or in-kind contributions.

How much does it cost?

There are varying levels and types of sponsorship across different City of Hutto departments and activities. For example, a family or business might sponsor and name a study room in the new public library. A local business might sponsor a Hutto Parks and Recreation sport league or team, and would be recognized on t-shirts and event signage relating to that team or league. Sponsorship levels are discussed more in detail on each page.

What do I get at each level?

Sponsorship recognition will vary depending on the level of sponsorship. Levels are discussed in more detail in the following pages.

What are the City's responsibilities regarding the sponsored event or item?

The City has both legal and procedural obligations to sponsors. All revenue, products, donations, sponsorships and services received from donors and sponsors by the City of Hutto, shall be recorded and maintained.

A record of all sponsorships and donations including name, type, contact name if a company, amount, and disposition of sponsorship shall be kept up-to-date and accurate by both the receiving department and the Finance Department according to the City's Donation, Grant, Sponsorship & Fundraising Policy.

Donations or sponsorships paid for with a monetary contribution will not be paid to staff in cash unless approved, in advance, by the Department Director and receipt of cash is properly documented.





DISCLAIMERS

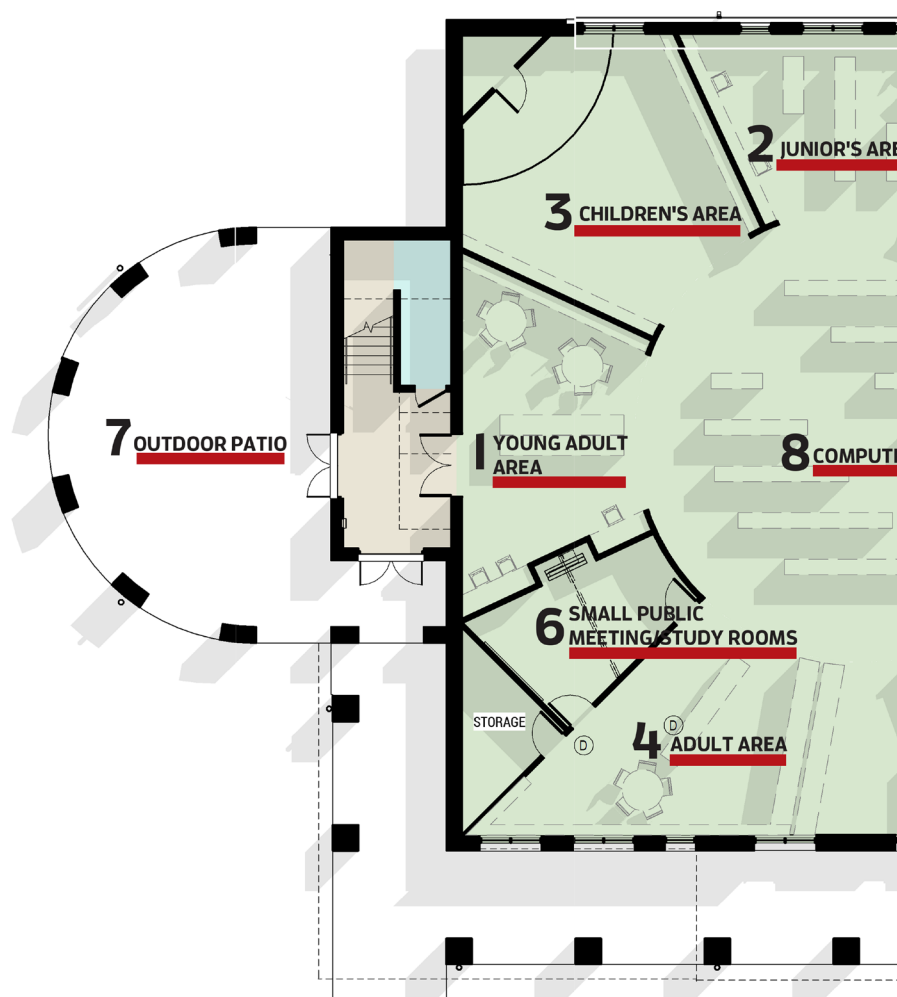
Any accepted donation or sponsorship which would obligate the City to enter into a service or procurement agreement will be reviewed under the City procurement process.

The City encourages donations of materials with the understanding that such items have a useful life, and that the City assumes no responsibility for replacement or upkeep. Once a donation is accepted, it becomes City property and the City may maintain, replace or dispose of the item unless the donation is explicitly restricted.

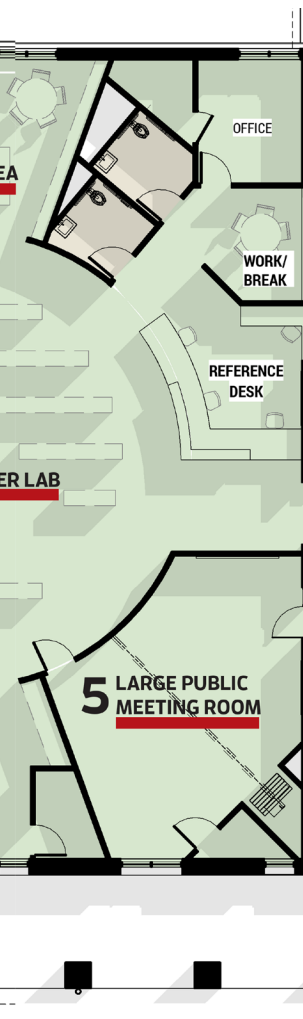
The City cannot guarantee the tax deductibility of a donation, but may provide the donating party with a letter of acknowledgement and a statement of the City's intended use.

City employees who have primary responsibility for the procurement of services, supplies, materials and equipment or Public Works and/or Finance Departments, should not engage in solicitation of donations or sponsorships.

THE CITY OF HUTTO PUBLIC LIB



BRARY NAMING OPPORTUNITIES



Naming an area in the library is the perfect opportunity to memorialize a loved one and support your local library.

HUTTO PUBLIC LIBRARY

Naming Opportunities

1. Young Adult Area \$25,000
2. Juniors' Area \$25,000
3. Childrens' Area \$25,000
4. Adult Area \$25,000
5. Large Public Meeting Room \$10,000
6. Small Public Meeting/Study Room \$5,000
7. Outdoor Patio \$10,000
8. Computer Lab \$15,000
9. Mobile Makerspace Program Items \$10,000

*All names must be approved by City Council in accordance with the City of Hutto policy for naming facilities, events, and properties.

HUTTO PUBLIC LIBRARY SPONSORSHIPS

HUTTO PUBLIC LIBRARY SPONSORSHIPS

Are you interested in sponsoring a library program, fixture or item?

Join the Friends of the Hutto Public Library in supporting your local library by sponsoring programs and raising funds to support new library services and technologies while working to maintain and enhance Hutto's quality library.

Who are the Friends of the Hutto Public Library?

The Friends of the Hutto Public Library is an independent non-profit 501(c)(3) corporation that supports the city-funded library but is not part of the government. They have an independent board of directors, with a member of the library staff serving as an ex-officio member.

Sponsorship levels are available in increments to fit any budget, and help to enhance library services, reduce the costs the City incurs, and benefits your family and community as a whole. Through the FOTHPL, your sponsorship is eligible for a program tax deduction.

Makerspace

As we head in to the future, we have the opportunity to help our community expand its collective creative outlet with a "Makerspace." Makerspaces are "do-it-yourself" spaces where people can gather to create, invent, and learn.

The new Hutto Public Library Makerspace hopes to feature a Prusa i3 MK2S 3D printer. Makerspace items available for program use may also include items such as a Copernicus Premium STEM Maker Station, KEVA plank sets, Makey Makey kits, VIAHART Brain Flakes, Kid K'NEX education sets, K'NEX Makerspace collections, Makedo cardboard construction tools, StikBot Studio Pro, Little Bits inventor kits, a 3D creative pen, and more. As the Library prepares young minds for the future, this is an opportunity to help the community assemble a premium Makerspace at the Hutto Public Library.

Makerspace Item Sponsorship

- 3D Printer \$1,000
- 3D Printer Cart \$675
- Replacement Filaments for 3D Printers \$185
- STEM Maker Station \$700
- KEVA Planks \$135
- Makey Makey kits \$250

- Kid K'NEX Set \$50
- K'NEX Makerspace Kits \$300
- Makedo Tool Set \$125
- StikBot Studio \$60
- Little Bits Inventor Kits \$300

Library Essentials

You can support your Library activities by sponsoring Library essentials such as children and adult art programs, Preschool StoryTime, Kids Club, STEAM and family programs.

Library Essentials

- \$500

Summer Reading Book Bags

The Summer Reading Program is a summer reading incentive program to keep patrons of all ages reading during the summer months. This program also assists with maintaining or improving students' reading skills, develops reading habits and fosters a love of reading.

Sponsoring our summer reading program book bags is an excellent way to get your business exposure. Your logo will feature prominently on the program bags, with an additional button and a link to your website listed on the summer reading webpage.

Summer Reading Program Book Bag Sponsorships

- \$2,000 for 800 bags

Other program sponsorships are available throughout the year. Please ask us!

Furniture & Shelves

Help students and adults by sponsoring a bookshelf or bookcase in any area, public meeting rooms, and study rooms.

- Bookshelf - \$100
- Bookcase - \$500

Library Collection

The library collection is the heart and soul of a library. By sponsoring your local library collection, you are ensuring we have the most current materials, including books, audiobooks, digital collection e-books and e-audiobooks, and DVDs for our patrons.

What do you get for your sponsorship?

Beyond the great feeling of contributing to your community, you'll receive special recognition when you sponsor an area or item in the Public Library.

Platinum Library Sponsorship \$10,000 or more

- Premium recognition on an plaque in the Hutto Public Library.
- A media release recognizing your contribution to your Hutto Public Library
- Recognition in the Sponsorship section of our website indefinitely, with a link to your business or enterprise.

Gold Library Sponsorship \$5,000 - \$9,999

- Certificate of appreciation suitable for framing.
- Special recognition on a plaque in the Hutto Public Library.
- A media release recognizing your contribution to your Hutto Public Library.
- Recognition in the Sponsorship section of our website, with link to your business or enterprise for 18 months.

Silver Library Sponsorship \$1,000 - \$4,999

- Certificate of appreciate suitable for framing.
- Recognition on a plaque in the Hutto Public Library.
- You name will be featured in the Sponsorship section of our website for 12 months.

Bronze Library Sponsorship \$100 - \$999

- Certificate of appreciation suitable for framing.
- Recognition on a bookshelf endcap.
- Your name will be featured in the Sponsorship section of our website for up to six months.



Make check payable to Friends of the Hutto Public Library

PO Box 1163 / Hutto, TX 78634

Email: fothpl@gmail.com



PARKS AND RECREATION DEPARTMENT

PARKS AND RECREATION SPONSORSHIPS

The Hutto Parks and Recreation Department offers youth and adult sports leagues, summer and seasonal camps for kids, walking groups and other activities for families of all types and ages. Sponsorships help ensure we are able to go above and beyond our expectations during our activities and ease the cost for all families participating.

The following Parks and Recreation special events offer sponsorship opportunities:

- Easter Egg Hunt (March or April)
- 4th of July (July)
- Get Outdoors Hutto (September)
- Treats on East St. (October)
- Arbor Day (November)
- Christmas Tree Lighting (December)



Sponsorships for the following Parks and Recreation programs are available:

- Youth Basketball (December-February)
- Youth Track (May-July)
- Adult Softball (Spring, Summer, and Fall)
- Adult Sports (Year Round)
 - Soccer
 - Kickball
 - Flag Football



Platinum Sponsor - \$2,500 per event (only one per event/league)

- Display of your logo or graphic in event marketing materials.
- Acknowledgement on appropriate, relevant social media outlets and webpages, until the next annual event.
- Acknowledgement in a media release.
- Promotion of your logo or graphic on event flyers.
- Onsite event signage featuring your graphic or logo.
- Prominent logo or graphic placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements and advertising spots (if applicable).
- Complimentary vendor booth at event to distribute promotional materials (if applicable).

Gold Sponsor - \$1,000 per event

- Recognition in event marketing materials.
- Acknowledgement on appropriate, relevant social media outlets and webpages.
- Acknowledgement on event flyers.
- Event signage onsite will feature your logo or graphic.
- Logo or graphic placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements.
- Complimentary vendor booth at event to distribute promotional materials (if applicable).

Silver Sponsor - \$500 per event

- Recognition in event marketing materials.
- Acknowledgement on appropriate, relevant social media outlets and webpages.
- Recognition on event flyers.
- Recognition in onsite signage.
- Logo placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements.



Bronze Sponsor - \$250 per event

- Recognition in event marketing materials
- Recognition on the Parks and Recreation webpage on the City of Hutto website.
- Recognition on the Parks and Recreation social media pages.
- Recognition in event flyers.
- Recognition in on-site event signage.
- Sponsor name placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements.

Theme Sponsor - \$150 per themed event (For example: Spooky Sponsor for Treats on East St.)

- The name of your business will be displayed throughout the event.

DOWNTOWN HUTTO

Beautiful and historic, Downtown Hutto is home to local business, shops, and restaurants. As you stroll the newly renovated streets, you'll find lovely gifts for the special people in your life, services to make your day-to-day life better, and delicious food to satisfy any craving.

By sponsoring one of the many Downtown Hutto events, you can support fellow Hutto residents and local business while encouraging others to come out and join in the fun of the Sunset Block Party Bash, Red, Whites, and Brews, Spring-a-Palooza, and the Downtown Holiday Fair, as well as other family-friends events throughout the year

Some Downtown events have additional sponsorship levels, such as entertainment and cuisine sponsorships.

The following events offer sponsorship opportunities:

Downtown Christmas Fair - All sponsorship levels are available for this event.

Treats on East Street - All sponsorship levels are available for this event.

Santa Claus Crawl - All sponsorship levels are available for this event.

Spring-a-Palooza - All sponsorship levels are available for this event.

Platinum Sponsor - \$2,500 per event (only one per event)

- Display of your logo or graphic in event marketing materials.
- Acknowledgement on Downtown Hutto social media outlets and webpages, until the next annual event.
- Acknowledgement in a media release.
- Promotion of your logo or graphic on event flyers.
- Onsite event signage featuring your graphic or logo.
- Prominent logo or graphic placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements and advertising spots (if applicable).
- Complimentary vendor booth at event to distribute promotional materials (if applicable).



Gold Sponsor - \$1,000 per event

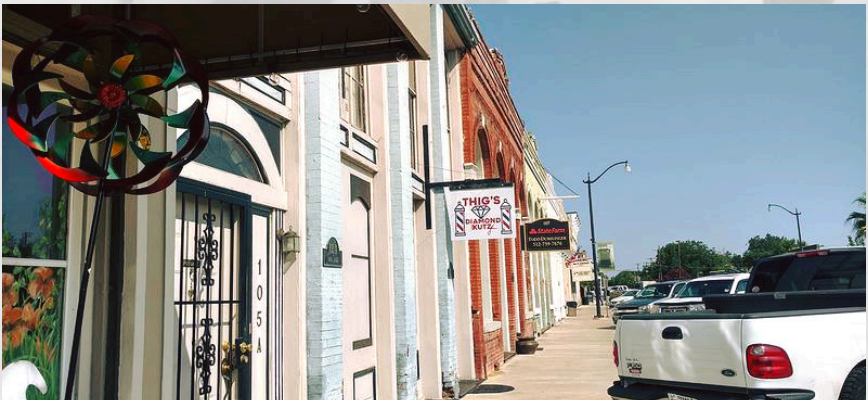
- Recognition in event marketing materials.
- Acknowledgement on Downtown Hutto social media outlets and webpages.
- Acknowledgement on event flyers.
- Event signage onsite will feature your logo or graphic.
- Logo or graphic placement on event T-shirt (if applicable).
- Recognition of sponsor name in event announcements and advertising spots (if applicable).
- Complimentary vendor booth at event to distribute promotional materials (if applicable).

Silver Sponsor - \$500 per event

- Recognition in event marketing materials.
- Acknowledgement on Downtown Hutto social media outlets and webpages.
- Recognition on event flyers.
- Recognition in on-site signage.
- Logo placement on event T-shirt or commemorative item (if applicable).
- Recognition of sponsor name in event announcements.

Bronze Sponsor - \$250 per event

- Recognition in event marketing materials
- Recognition on the Downtown Hutto page on the City of Hutto website.
- Recognition on the Downtown Hutto social media pages.
- Recognition in event flyers.
- Recognition in on-site event signage.
- Sponsor name placement on event T-shirt or commemorative item (if applicable).
- Recognition of sponsor name in event announcements.



Themed Sponsor - \$150 per event

- The name of your business will be displayed throughout the event

In addition to Platinum, Gold, Silver, Bronze and Theme Sponsorship levels, the following Downtown Hutto events offer the following additional sponsorship opportunities.

RED, WHITES AND BREWS

Beer Glass Sponsor: \$1,000

- The name of your business will be displayed at the beer booth location.
- Your business name will be featured as the sponsor on all beer glasses.
- Large business logo on event website and link to your business website.
- Business promoted on the Facebook event page.
- Four General Admission tickets or two VIP tickets for the event

Wine Glass Sponsor: \$1,000

- The name of your business will be displayed at the wine booth location.
- Your business name will be featured as the sponsor on all wine glasses.
- Large business logo on event website and link to your business website.
- Business promoted on Facebook Page.
- Four General Admission tickets or Two VIP tickets for the event.

Photo Booth Sponsor: \$800

- The name of your business will be displayed at the photo booth location.
- Your business name will be featured as the sponsor on all printed photo tickets.
- Large business logo on event website and link to your business website.
- Business promoted on the Facebook event page.
- Four General Admission tickets for the event.

Tote Bag Sponsor: \$750

- The name of your business will be displayed at check in with the tote bags.
- Your business name will be featured as the sponsor on all tote bags.
- Business logo on event website and link to your business website.
- Business promoted on the Facebook event page.

- Four General Admission tickets to the event

Entertainment Sponsor: \$500

- The name of your business will be displayed throughout the event and on the stage.
- Business logo on event website and link to your business website.
- Business promoted on the Facebook event page.
- Sponsorship acknowledgement during the event.
- Four General Admission tickets to the event.

Swag Sponsor: \$500

- The name of your business will be printed on giveaways.
- Business logo on event website and link to your business website.
- Business promoted on the Facebook event page.
- Sponsorship acknowledgement during the event.
- Four General Admission tickets for the event.

SUNSET BLOCK PARTY BASH EVENTS

Main stage sponsor – \$1,000

- The name of your business will be displayed at the main stage location.
- Large business logo on event website and link to your business website.
- Business promoted on the Facebook event page.
- VIP tent with table and chairs during the event

Acoustic stage sponsor - \$500

- The name of your business will be displayed at the acoustic stage.
- Business logo on event website and link to your business website.
- Business promoted on the Facebook event page.





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